

AMENDMENTS TO THE CLAIM

1. (original) An auxiliary content selection system comprising:
a content database of records each defining an item of auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space being segregated into time slots; and
content selection means in communication with the content database for selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of a request from a client terminal for the auxiliary content.
2. (original) The auxiliary content selection system according to claim 1, wherein the client terminal is configured to communicate with at least one network resource accessible over a network, the broadcast space is segregated into the time slots and network addresses, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.
3. (currently amended) The auxiliary content selection system according to claim 1 ~~or 2~~, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.
4. (original) A computer-based method of delivering auxiliary content comprising the steps of:
receiving over a network a request from a client terminal for the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and
selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of a request from the client terminal for the auxiliary content.
5. (original) The method according to claim 4, wherein the client terminal is configured to communicate with at least one network resource accessible over the

network, the broadcast space is segregated into the time slots and network addresses, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.

6. (currently amended) The method according to claim 4 ~~or~~ 5, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

7. (currently amended) The method according to claim 4 ~~or~~ 5, further comprising the steps of maintaining an advertising broadcast schedule defining the broadcast spaces, and transmitting copies of the advertising broadcast schedule to web servers over the network.

8. (original) A computer-readable medium carrying computing instructions thereon which, when executed on a computing device, causes the computing device to:

receive over a network a request from a client terminal for the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and

select one of the items in accordance with a correlation between the broadcast spaces and a time instant of a request from the client terminal for the auxiliary content.

9. (original) The computer-readable medium according to claim 8, wherein the client terminal is configured to communicate with at least one network resource accessible over the network, the broadcast space is segregated into the time slots and network addresses, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.

10. (currently amended) The computer-readable medium according to claim 8 ~~or~~ 9, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated

into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

11. (currently amended) The computer-readable medium according to claim 8 ~~or 9~~, further comprising the steps of maintaining an advertising broadcast schedule defining the broadcast spaces, and transmitting copies of the advertising broadcast schedule to web servers over the network.

12. (original) An auxiliary content delivery server comprising:
receiving means for receiving over a communications network a request from a client terminal for auxiliary content;
a content database of records each defining an item of the auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space being segregated into time slots;
content selection means in communication with the receiving means and the content database for selecting the auxiliary content in accordance with a correlation between the broadcast spaces and a time instant of issuance of the request; and
delivery means in communication with the content selection means for initiating delivery of the selected content to the client terminal over the network.

13. (original) The auxiliary content delivery server according to claim 12, wherein the client terminal is configured to communicate with at least one network resource accessible over the network, the broadcast space is segregated into the time slots and network addresses, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the time instant and a network address of the at least one network resource.

14. (currently amended) The auxiliary content delivery server according to claim 12 ~~or 13~~, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

15. (currently amended) The auxiliary content delivery server according to claim 12 ~~or 13~~, further configured to maintain statistics of the content delivery.

16. (currently amended) The auxiliary content delivery server according to claim 12 ~~or 13~~, further configured to maintain an advertising broadcast schedule defining the broadcast spaces, and transmit copies of the advertising broadcast schedule to web servers over the network.

17. (original) A computer-based method of delivering auxiliary content comprising the steps of:

defining a plurality of broadcast spaces, each said broadcast space comprising a respective time slot for delivery of the auxiliary content over a communications network, and a fee payable for the delivery during the associated time slot;

receiving over a network a request from a client terminal for the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and

selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of a request from the client terminal for the auxiliary content.